

NOMINATION FOR AWARD		
AWARD Outstanding Public Affairs Intermediate Grade Civilian	CATEGORY (If Applicable) Individual	AWARD PERIOD Jan 2002-Dec 2002
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Susan A. Murphy	SSN (Enter Last 4 Only) 7794	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE Public Affairs Specialist	NOMINEE'S TELEPHONE (DSN & Commercial) DSN: 785-785-1840, CMCL: (937) 255-1840	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE ASC/PA, 1865 Fourth Street, Rm 240, Wright-Patterson AFB OH 45433-1729		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Lieutenant General Richard V. Reynolds DSN: 785-5714, COMM: (937) 255-5714, E-mail: richard.reynolds@wpafb.af.mil		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p>Overall Effectiveness/Job Accomplishments:</p> <ul style="list-style-type: none"> - Super-charged professional! Masterminded flawless media plan announcing \$100 million Wright-Patt housing privatization effort, positively impacting local community, military residents, 1,733 units - Skillfully wrote scores of news releases/articles on high profile, diverse base initiatives/programs including F/A-22, F-117A, Flight Training SPO, USAF Marathon, Centennial of Flight products - Greatly increased base/community awareness through revamped Wright-Patt ASC fact sheets; directed base media support for Combined Federal Campaign--touching millions across the nation - Expertly planned, executed news conferences on force protection issues; true eagle eyes - Exemplified bold PA professionalism during on-camera interviews leading up to 11 September 2001 anniversary; zoomed in media attention to same-day reveille, memorial and retreat ceremonies <p>Leadership/Organizational Planning Skills:</p> <ul style="list-style-type: none"> - Stellar planner for National Aeronautical Systems & Technology Conference; quality releases issued, interviews conducted for local, national media; reached 800-plus AF/aerospace leaders and executives - Energized more than 130 local, national/international media for coverage of 5th USAF Marathon, ensuring breathtaking footage featuring over 3,200 registrants hailing from around the world - Strategically hammered out minute details for wide-spread media coverage of Town Hall meetings hosted by ASC/CC for hundreds of community leaders; demanded sound media credentialing process - Developed comprehensive media plan for Wright-Patt's role during Huffman Prairie Interpretive Center dedication ceremony attracting regional aviation enthusiasts; extensive media coverage - Organized team approach with USAF Museum PA staff to promote comprehensive media coverage of Treaty on Open Skies and Chemical Warfare treaty to include tour and orientation flight - Initiated media plan to attract regional coverage of training initiatives conducted by Federal Emergency Management Agency Ohio Task Force One; base lauded for providing critical support <p>Judgment and Decisions:</p> <ul style="list-style-type: none"> - Expert problem solver; noted for ability to work sensitive issues without showing stress - Exercised unmatched judgment and poise during coordination, release of information when a Wright-Patt C-21 crashed; led media over sensitive turf at memorial service, penned closure release - Demonstrated discipline, diplomacy when working details for media coverage/public release of information concerning Field of Dreams presentation to profile ASC's top acquisition programs - Developed communication plan to prevent potential negative media coverage on postponement of housing privatization announcement due to congressional sensitivities; kept base and public informed - Determined best strategy for media coverage, security issues in preparation for President Bush's base arrival/departure for education bill signing; AFMC, ASC, and 88th ABW commanders featured! <p>Communication Skill:</p> <ul style="list-style-type: none"> - Astutely handled questions from 110 media invited to Inter-Service/Industry Training Simulation and Education Conference; ASC's System Training Product Group wowed 12,000 industry/academic reps - On a moment's notice, jumped at opportunity to fine-tune PA skills by attending Defense Information School Public Affairs Officer course; put training to immediate use during base exercise preparation - Exploited communication tools including Commander's Access Channel and AFNEWS coverage concerning base housing privatization progress and processes -- eagerly provided knowledge and lessons learned to other AF bases; created proactive messages heard in media sound bites - Energized ASC/PA staff using diplomatic communication strategies to ensure prompt action, support of Combined Federal Campaign, POW/MIA ceremonies, plans for USAF Marathon coverage - Demonstrated sensitivity, versatility while tirelessly working communication strategies with base organizers of International Fair, Angel Award ceremonies honoring numerous base volunteers - Fast thinker; reorganized local and wide-local media notification/distribution lists; re-programmed fax machine, trained ASC/PA staff to enhance credibility with media; seamless one-voice operation 		